

SubC1

- REPORT TO THE BOARD**

- at or around the end of the first content;
 - a substantially short time before the second content is to become available; and
 - at or around a time of a trigger that is derived from the second content.
7. The method of claim 1, wherein the presenting comprises rendering the recommendation or a notification thereof using a portable wireless device.
8. The method of claim 1, the method further comprising:
- generating an audible tune that is substantially representative of the second content.
9. The method of claim 8, further comprising:
- enabling the user to accept the recommendation and to consume the second content.
10. A consumer system that enables to make a recommendation for a second electronic content to a user, while the user is consuming a first electronic content, wherein the system comprises means for providing the recommendation for the second content at a moment that depends on a progress of evolution of at least the first or the second content.
11. The system of claim 10, further comprising a first part for preparing the recommendation, wherein the first part comprises means for processing data representative of at least one of:
- a user profile;
 - an explicit user request; and
 - a recent history of consuming content.
12. The system of claim 10, further comprising a second part for determining the progress that comprises at least one of:
- means for screening content; and
 - means for processing meta-data representative of content.

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13. The system of claim 10, further comprising a third part that enables the user, upon presentation of the recommendation, to:

- request additional information on the second content;
- consume the second content upon availability;
- initiate a recording of the second content; or
- request another recommendation.

14. The system of claim 10, further comprising a portable wireless device that can render the recommendation or notification thereof.

15. The system of claim 10, further comprising a fourth part for rendering the recommendation or a notification thereof that comprises at least one of:

- a display comprising a picture in picture window capability;
- a display comprising a ticker tape capability;
- a generator for generating a graphical representation under control of the recommendation.

16. A recommendation for a second electronic content to a user, for being presented to the user while the user is consuming a first electronic content, and at a moment that depends on a progress of an evolution of at least the first or the second content.

17. An EPG comprising means for generating a recommendation for a second electronic content to a user, while the user is consuming a first electronic content, wherein the recommendation is presented to the user at a moment that depends on a progress of an evolution of at least the first or the second content.

18. A software application for controlling to make a recommendation for a second electronic content to a user, while the user is consuming a first electronic content, wherein the software comprises a first module for providing the recommendation for the second content at a moment that depends on a progress of evolution of at least the first or the second content.

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19. A data service for generating a recommendation customized per subscriber for a second electronic content, the recommendation being rendered at the subscriber while the subscriber is consuming a first electronic content and at a moment that depends on a progress of evolution of at least the first or the second content.
20. The service of claim 19, using the Internet for supply of the recommendation.

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